



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07

(prices in dollars per carton)

Fri. Jun 01, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		21.3% of 17,000 stores				24.7% of 17,000 stores				48.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.56	140	1.00			680	1.41	130	1.15	310	0.83
	White 18 pack			340	2.43			230	1.99			930	1.15
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	50	0.99	590	1.18	310	1.09	390	0.99	330	0.89	2,400	0.77
SPECIALTY	White 18 pack			410	1.72			20	1.23	120	1.00	560	1.01
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,350	3.25			280	3.51	380	4.00	2,540	3.17
	OMEGA-3												
CAGE-FREE	White 12 pack	110	2.10	300	1.93			700	2.26	60	2.50	930	2.28
	Brown 12 pack	590	2.50	590	2.50					590	2.36	590	2.36
	USDA GRADE AA												
	White 12 pack			30	2.40								
	Brown 12 pack			820	2.36			330	1.90			1,720	2.40
	USDA GRADE A												

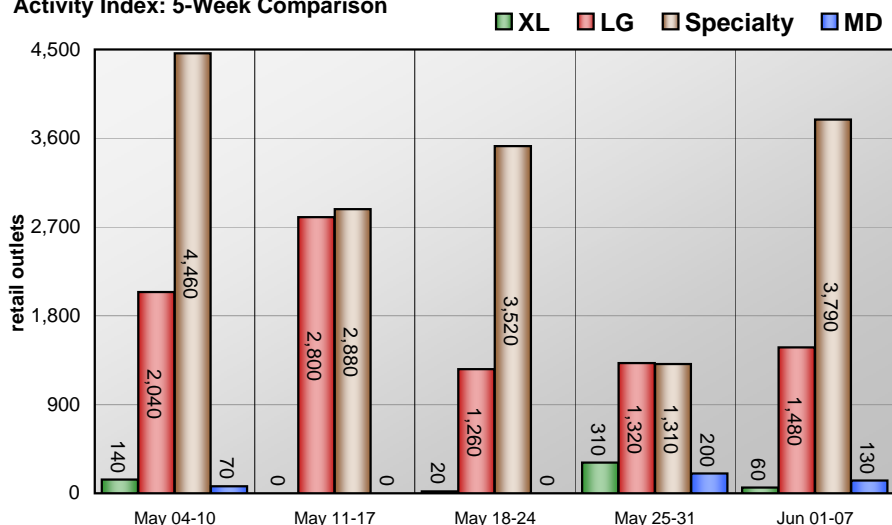
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,540	1,630	4,780	Large Eggs on May-28-2007 445.0 down 1%
Specialty	3,790	1,310	6,810	
Total (includes MD)	5,460	3,140	11,610	
Special Rate 4/:	1.2%	11.4%	2.9%	

5/: 1,000's of 30-doz cases

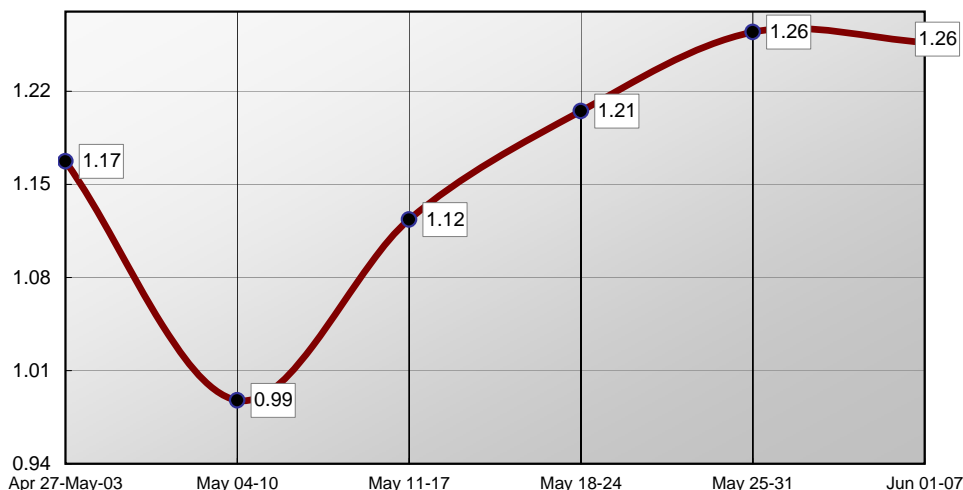
## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are lower than both last week and the same week a year ago. The average price of Grade A or better Large white eggs to consumers is unchanged. The special rate dropped dramatically as "no price" ads are very limited this cycle. The Northeast is the most active region with 48% of stores promoting eggs. Specialty shell egg features are sharply higher than last week, however dropped 44% compared to last year. Certified USDA Organic brown eggs dominate ad space, followed closely by Cage Free brown eggs. Omega-3 Extra Large eggs are more visible this cycle. Egg products outpaced regular eggs this cycle as liquid egg features increased significantly compared to last week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
1/ Feature Rate 2/ Activity Index		48.3% of 3,800 sampled outlets Activity Index = 3,440 (includes Medium)						9.7% of 4,700 sampled outlets Activity Index = 620 (includes Medium)						10.5% of 2,900 sampled outlets Activity Index = 320 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack				1.19      10    1.19															
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.69      330    1.33 1.50 - 1.99      190    1.57						1.00 - 1.09      250    1.00 1.50              10    1.50						0.69 - 0.79      10    0.74 1.89              200    1.89			
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			0.99      100    0.99			White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack Brown 12 pack																			
	OMEGA-3		1.99 - 4.00      1,100    3.29												2.50 - 3.78      70    2.74					
	White 12 pack	1.98      70    1.98	1.50 - 2.50      180    1.87			1.79      10    1.79			1.59 - 2.28      40    1.76			2.50      10    2.50			1.59 - 2.50      30    2.00					
	Brown 12 pack	2.50      520    2.50	2.50      520    2.50			2.50      70    2.50			2.50      70    2.50											
CAGE-FREE																				
White 12 pack Brown 12 pack																				
		2.50      520    2.50						2.50      70    2.50												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
1/ Feature Rate 2/ Activity Index		13.5% of 2,700 sampled outlets Activity Index = 400 (includes Medium)						25.2% of 1,900 sampled outlets Activity Index = 470 (includes Medium)						18.9% of 1,000 sampled outlets Activity Index = 210 (includes Medium)						
USDA GRADE AA	White 12 pack				1.28      10    1.28			1.56      10    1.56			1.09      80    1.09 2.50      320    2.50						0.79 - 0.89      50    0.82 1.28              10    1.28			
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.64      30    0.64			
USDA GRADE A	White 12 pack	0.99      50    0.99	1.44      10    1.44																	
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack Brown 12 pack																			
	OMEGA-3		2.99 - 3.29      110    3.20						3.29      40    3.29						2.99 - 3.29      30    3.11					
	White 12 pack	2.50      20    2.50	1.59 - 2.50      50    2.24																	
	Brown 12 pack																			
CAGE-FREE											1.99 - 2.79      20    2.61						1.99 - 2.00      90    1.99			
White 12 pack Brown 12 pack																				
		1.99      10    1.99 2.00      140    2.00																		

Note: See page 1 for explanatory notes.

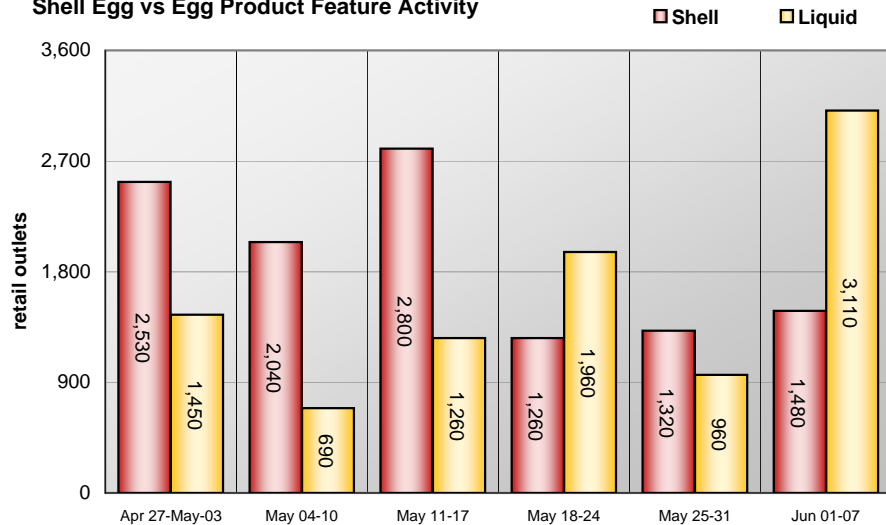


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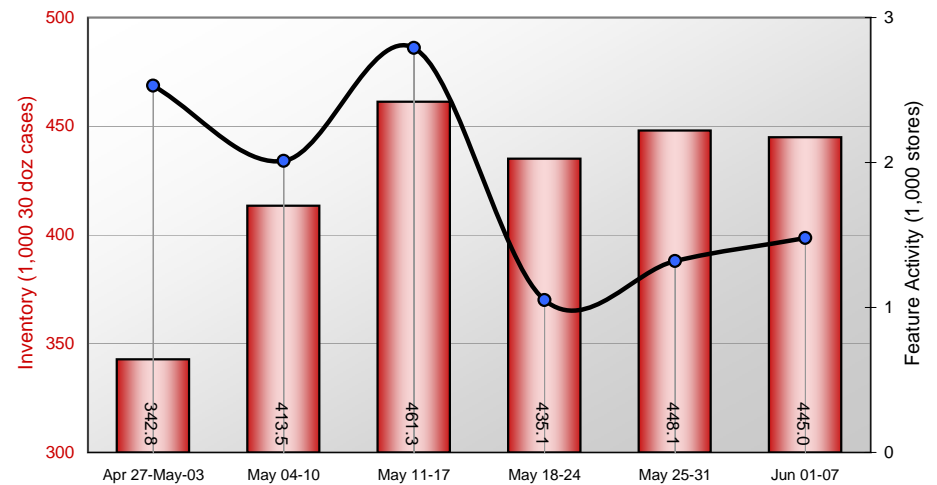
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.5%	4.9%	33.1% of 3,800 sampled	22.5% of 4,700 sampled	10.6% of 2,900 sampled	2.5% of 2,700 sampled	4.8% of 1,900 sampled	2.3% of 1,000 sampled
2/ Activity Index	3,110	960	Activity Index = 1,370	Activity Index = 1,070	Activity Index = 430	Activity Index = 100	Activity Index = 100	Activity Index = 40
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	1,930 2.36	490 2.54	1.99 - 2.99 1,270 2.46	2.25 - 2.99 170 2.65	1.88 - 2.25 310 2.02	1.88 - 2.00 70 1.94	1.99 - 2.28 90 2.01	2.00 - 2.28 20 2.11
32 oz. carton	1,180 4.06	440 4.04	4.50 100 4.50	3.99 - 4.50 900 3.99	3.50 - 4.50 120 4.43	3.50 30 3.50	3.99 10 3.99	3.50 - 3.79 20 3.64
3 - 4 oz. cups		30 1.99						
2 - 8 oz. cups								

**Shell Egg vs Egg Product Feature Activity**



**Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)**



Note: See page 1 for explanatory notes.